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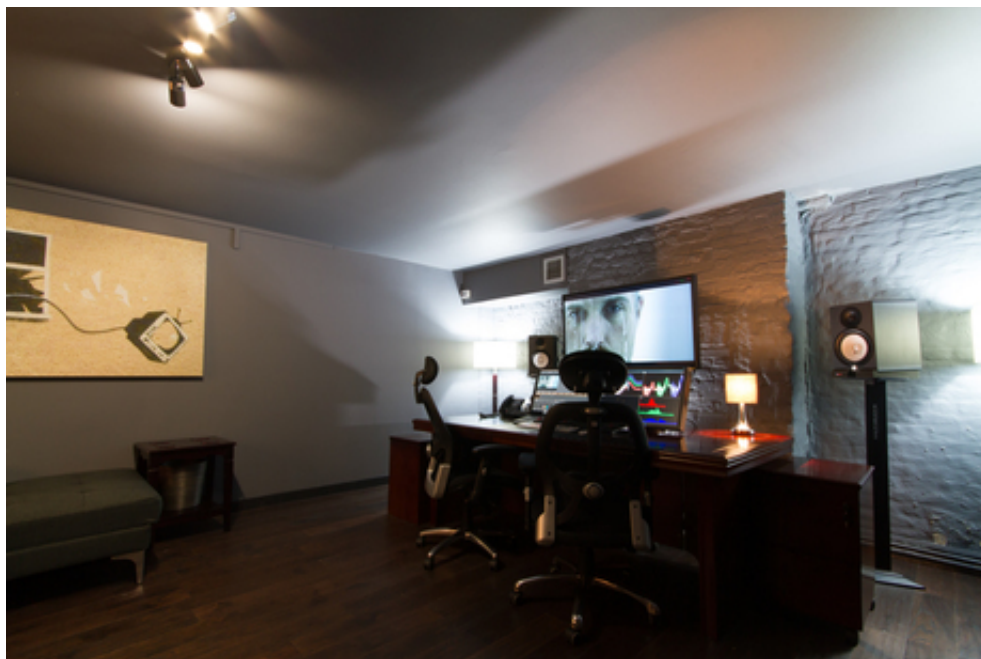
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Commercials Finishing Service Launched by Sequence Post

08 May 2013

Sequence Post has just announced a significant move into the commercials post production market. Following the company's major upgrade over Christmas, which included brand new Avid Symphony and DaVinci Resolve grading rooms, the company has now positioned itself as a leading boutique finishing house for agencies and commercials production companies. The company's partnership with short-form audio specialists Wise Buddah, means clients can seamlessly benefit from end-to-end post with niche expertise.

[Sequence Post Reel](#)

Founder and MD Ben Foakes says *"We have worked across all genres since 2004 when we kick started Sequence, but over the last year we have been gaining more and more interest from particularly small/ boutique creative agencies. I believe it's due to the family feel and creative quality, which sets us apart from some of the more established competitors. We've been delighted to work not only with leading creatives but also directly with brands, most notably producing and post producing the commercial for Top Gear last year. We also understand that many creatives are taking the offline cut stage of editing into their own hands, and really wish to work with a post partner who specialises in high-end finishing. Our suites work agnostically between FCP, Avid, Adobe and DaVinci, so we can literally handle any style of post work flow, quickly and efficiently".*

Clients are quick to praise the creative work of the Sequence in-house finishing team, led by Theo Cowen and Rob Bates. A recent MiZone drinks commercial directed by liquid cinematography specialist Martin Wonnacott and produced by The Cake Factory, demanded the technical and creative expertise of in-house colourist Theo Cowen.



Martin comments: *The brief we had was to grade a variety of fruits shot in high speed with rushing water. The tricky part was to make the fruits look great whilst keeping the water fresh also. Theo did an amazing job with some tricky colour shifts that had water splashing over the top. The subtle tones and textures looked great after he worked with the footage. We also had to grade and colour correct the hero products rising through water at high speed. These were particularly complex with detailed colour corrections applied to specific parts of the label as it moved. Again there was also rushing water involved over the product. All in all a great experience working with Theo and the team. "*



Sequence Post, which made a name contributing to BAFTA and RTS Awards for short form creative editing in the world of Formula 1 and designing titles for blockbuster Bond movies, has grown significantly over the past few years and now resides in a beautiful 4-story building in the heart of London's Fitzrovia fashion district. With recent commercial credits for Virgin Media, Lemonade Agency, The Cake Factory, Clarion Events Top Gear Live, Sunset & Vine, ESPN and Dunlop Goodrich Ltd - the company is keen to expand its growing portfolio.



For information about Sequence Post services, please contact 0207 148 7100 or email Ben Foakes at ben@sequence-post.co.uk

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6A Middleton Place, London, W1W 7TE

Contact Name

Kadir Julta

Email

kadir@sequence-post.co.uk

Phone

0207 148 7100

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